



## Sales Director Europe

### Company profile

**Light is our passion!** eldoLED is a world leader in the design and manufacturing of intelligent driver solutions for LED based lighting systems. Our technologies empower our customers to deliver the promise of LED lighting: smarter, sleeker, and more efficient systems to meet the needs of an ever more energy conscious world. eldoLED is part of Acuity Brands, the North American market leader and one of the world's leading providers of lighting solutions.

As the world of lighting turns to smart lighting and IoT applications, the driver is the heart of this technology revolution in the industry.

For our location in Son, the Netherlands, we are looking for a Sales Director Europe.

### Job Description

As eldoLED's Sales Director for Europe, you will manage direct and indirect channel partners in this region to maximize revenue in the assigned territory. You will be responsible for the regional budget and business development.

We are looking for a Sales Director with the following professional experience:

- Coordinate and manage all regional sales activities as well as develop and execute strategies to achieve the regional targets, revenue, and profitability, for our products and services to key customer partners. The strategy should be based on an analysis of the market in your region. You will be expected to build execution plans, account plans and business development opportunities with new customers.
- Mentor the regional sales team (Inside Sales Representative, Technical Sales Manager, Customer Care Representative) to accomplish regional and company objectives, as well as to support distributor, agent, and customer requirements.
- Manage the regional agent and distributor organizations to maximize design wins and revenue, to define contracts, have monthly reviews and adjust change in distribution approach, if needed.
- Show pro-active control in this region towards management.
- Perform joint sales calls with channel partners to regional lighting OEMs, specifiers and architects.
- Continuously build a pipeline of sales opportunities which includes the entire eldoLED product portfolio.
- Monitor market trends and communicate field knowledge appropriately within the organization; log activities, opportunities, and interactions.
- Manage claims from customers to the satisfaction of both the customers and eldoLED.
- Maintain a thorough understanding of existing and planned eldoLED products, services, and processes.

# eldoLED

- Establish a strong product roadmap to meet the needs of regional markets/trends together with the European product manager.
- Have a strong network within eldoLED to meet product development, customer issues and claims.

## You!

- Are results-oriented with a sense of urgency and strong follow-up skills.
- Are self-driven and self-motivated.
- Empower people and encourage team spirit is always positive, even when the pressure is on!
- Build and execute on the strategy defined.
- Are capable and approachable communicator/negotiator, able to engage at executive level.
- Have a strong engineering focus with basic technical understanding of LED lighting.
- Are positive, passionate, and energetic about the responsibilities and inherent day to day activities of this role.

## Requirements

- Bachelor's degree or equivalent in business, communications, sales, marketing, engineering, or other related discipline.
- 5+ years of successful sales experience.
- Established network in the Solid-State Lighting community and Lighting OEM market preferred.
- Demand creation experience with agents, manufacturers, and channel partners.
- Strategic Selling, Focused Selling or Value Selling knowledge.

## Interested

If you are interested in this exciting role, send your resume and cover letter to [HR@eldoled.com](mailto:HR@eldoled.com).